

**RECEIVED
CENTRAL FAX CENTER****SEP 02 2008****IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

First Named Applicant: Plow)	Art Unit: 3688
)	
Serial No.: 09/922,201)	Examiner: Lastra
)	
Filed: August 2, 2001)	STL9-2000-0037-US1
)	
For: SYSTEM, METHOD, AND COMPUTER PROGRAM)	September 1, 2008
PRODUCT FOR SELECTIVELY DISPLAYING)	750 B STREET, Suite 3120
INTERNET ADVERTISEMENTS)	San Diego, CA 92101
)	

RESPONSE TO OFFICE ACTION

Commissioner of Patents and Trademarks
Washington, DC 20231

Dear Sir:

This responds to the Notice of Non-Compliant Amendment dated August 25, 2008, complaining that even though the prior amendment plainly stated "move the limitation of now-canceled Claim 2 into Claim 1", the claim listing itself did not repeat this fact. Accordingly, strain out the ministerial gnat as follows.

1176-5.AM6